



**The average age of a first-time heroin user.**

**The rate for deaths involving heroin has almost **TRIPLED** since 2010.**

**WHY?**

- Widespread prescription opioid exposure/addiction
- Increasing prevalence of heroin in urban, suburban, and rural areas
- Less expensive and easier to obtain than prescription opioid drugs

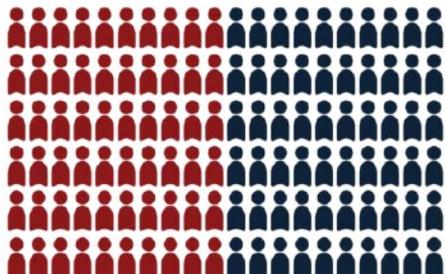
**HEROIN/PRESCRIPTION OPIOID OVERDOSE EPIDEMIC**

**120**

Drug overdose deaths per day

**1/2**

of those deaths are pharmaceutical opioids or heroin related



Source: DEA

**Additional Resources:**

Centers for Disease Control and Prevention  
<http://www.cdc.gov/vitalsigns/heroin>

Drug Enforcement Administration  
<http://www.dea.gov>

Federal Bureau of Investigation  
"Chasing the Dragon" Documentary  
<https://www.fbi.gov>

Institute for Research, Education, and Training in Addictions  
<http://ireta.org/>

National Institute on Drug Abuse  
<http://www.drugabuse.gov/>

Overdose Free PA  
<http://www.overdosefreepa.pitt.edu/>



**For more information about the HOPE initiative, please contact:**

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# HOPE

## Heroin Outreach Prevention and Education



## ABOUT THE HOPE INITIATIVE

Heroin use has reached pandemic levels across Western Pennsylvania, impacting all walks of life, regardless of race or socioeconomic boundaries. In response, the FBI Pittsburgh Division has partnered with the DEA and key community stakeholders — including educators, law enforcement, treatment and rehabilitation facilities, and members of the media — to form the Heroin Outreach Prevention and Education (HOPE) initiative. This group is striving to formulate proactive solutions, particularly in the areas of education, prevention, and awareness.



## PATHWAY TO ADDICTION

Many of today's heroin users never intended to use illegal drugs. Instead, they became addicted to opioids after using Vicodin, OxyContin, codeine, morphine, or a similar drug that was prescribed for a legitimate medical reason.

## HOPE INITIATIVE WORKING GROUPS

The HOPE Initiative is utilizing a multi-faceted approach to enhance law enforcement collaboration and successfully integrate a wide range of community-based partners to develop proactive, creative solutions to combat the heroin epidemic. Thus far, HOPE working groups have implemented a program to conduct law enforcement training and coordinate heroin-related intelligence via an area Fusion Center. HOPE sponsored a PSA contest in four area high schools with a goal of expanding the contest and increasing student participation in the future. The working groups are also developing a heroin-related curriculum addendum, social response protocol, media strategy, and expanded non-law enforcement training and outreach programs.

## CURRENT EFFORTS

The HOPE initiative has been involved with several outreach activities, including:

- **Video PSA Contest sponsored by the FBI Citizen's Academy Alumni Association** for high school students designed to engage youth in learning the dangers of heroin and opioids, and to use this knowledge to educate their peers.

**View the PSAs  
Join the Conversation:**

**#NobodyWinsWithHeroin**

**#DemonsOfAddiction**

**#4WantOfANail**

**#70Minutes**

- **Sharing national resources with schools**, including DVD copies of the FBI's documentary:

*"Chasing the Dragon: The Life of an Opiate Addict."*



- **Training** in Heroin Epidemic and Investigative Techniques for local law enforcement personnel, with an interest in expanding training into the private sector.